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## NOTICE OF ALLOWANCE AND FEE(S) DUE

44124 7590 06/08/2009

PATTON BOGGS, LLP  
2001 ROSS AVENUE, SUITE 3000  
DALLAS, TX 75201

EXAMINER

CHANKONG, DOHM

ART UNIT

PAPER NUMBER

2452

DATE MAILED: 06/08/2009

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
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09/922,348

08/03/2001

Dana Borger

020748.0224PTUS

7283

TITLE OF INVENTION: SYSTEMS, METHODS AND COMPUTER PROGRAM PRODUCTS FOR INTEGRATING ADVERTISING WITHIN WEB CONTENT

APPLN. TYPE	SMALL ENTITY	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
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nonprovisional

YES

\$755

\$300

\$0

\$1055

09/08/2009

**THE APPLICATION IDENTIFIED ABOVE HAS BEEN EXAMINED AND IS ALLOWED FOR ISSUANCE AS A PATENT. PROSECUTION ON THE MERITS IS CLOSED. THIS NOTICE OF ALLOWANCE IS NOT A GRANT OF PATENT RIGHTS. THIS APPLICATION IS SUBJECT TO WITHDRAWAL FROM ISSUE AT THE INITIATIVE OF THE OFFICE OR UPON PETITION BY THE APPLICANT. SEE 37 CFR 1.313 AND MPEP 1308.**

**THE ISSUE FEE AND PUBLICATION FEE (IF REQUIRED) MUST BE PAID WITHIN THREE MONTHS FROM THE MAILING DATE OF THIS NOTICE OR THIS APPLICATION SHALL BE REGARDED AS ABANDONED. THIS STATUTORY PERIOD CANNOT BE EXTENDED. SEE 35 U.S.C. 151. THE ISSUE FEE DUE INDICATED ABOVE DOES NOT REFLECT A CREDIT FOR ANY PREVIOUSLY PAID ISSUE FEE IN THIS APPLICATION. IF AN ISSUE FEE HAS PREVIOUSLY BEEN PAID IN THIS APPLICATION (AS SHOWN ABOVE), THE RETURN OF PART B OF THIS FORM WILL BE CONSIDERED A REQUEST TO REAPPLY THE PREVIOUSLY PAID ISSUE FEE TOWARD THE ISSUE FEE NOW DUE.**

### HOW TO REPLY TO THIS NOTICE:

#### I. Review the SMALL ENTITY status shown above.

If the SMALL ENTITY is shown as YES, verify your current SMALL ENTITY status:

A. If the status is the same, pay the TOTAL FEE(S) DUE shown above.

B. If the status above is to be removed, check box 5b on Part B - Fee(s) Transmittal and pay the PUBLICATION FEE (if required) and twice the amount of the ISSUE FEE shown above, or

If the SMALL ENTITY is shown as NO:

A. Pay TOTAL FEE(S) DUE shown above, or

B. If applicant claimed SMALL ENTITY status before, or is now claiming SMALL ENTITY status, check box 5a on Part B - Fee(s) Transmittal and pay the PUBLICATION FEE (if required) and 1/2 the ISSUE FEE shown above.

II. PART B - FEE(S) TRANSMITTAL, or its equivalent, must be completed and returned to the United States Patent and Trademark Office (USPTO) with your ISSUE FEE and PUBLICATION FEE (if required). If you are charging the fee(s) to your deposit account, section "4b" of Part B - Fee(s) Transmittal should be completed and an extra copy of the form should be submitted. If an equivalent of Part B is filed, a request to reapply a previously paid issue fee must be clearly made, and delays in processing may occur due to the difficulty in recognizing the paper as an equivalent of Part B.

III. All communications regarding this application must give the application number. Please direct all communications prior to issuance to Mail Stop ISSUE FEE unless advised to the contrary.

**IMPORTANT REMINDER: Utility patents issuing on applications filed on or after Dec. 12, 1980 may require payment of maintenance fees. It is patentee's responsibility to ensure timely payment of maintenance fees when due.**

# **PART B - FEE(S) TRANSMITTAL**

**Complete and send this form, together with applicable fee(s), to: Mail Mail Stop ISSUE FEE  
Commissioner for Patents  
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Alexandria, Virginia 22313-1450  
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INSTRUCTIONS: This form should be used for transmitting the ISSUE FEE and PUBLICATION FEE (if required). Blocks 1 through 5 should be completed where appropriate. All further correspondence including the Patent, advance orders and notification of maintenance fees will be mailed to the current correspondence address as indicated unless corrected below or directed otherwise in Block 1, by (a) specifying a new correspondence address; and/or (b) indicating a separate "FEE ADDRESS" for maintenance fee notifications.

CURRENT CORRESPONDENCE ADDRESS (Note: Use Block 1 for any change of address)

44124 7590 06/08/2009

**PATTON BOGGS, LLP**  
2001 ROSS AVENUE, SUITE 3000  
DALLAS, TX 75201

Note: A certificate of mailing can only be used for domestic mailings of the Fee(s) Transmittal. This certificate cannot be used for any other accompanying papers. Each additional paper, such as an assignment or formal drawing, must have its own certificate of mailing or transmission.

## **Certificate of Mailing or Transmission**

I hereby certify that this Fee(s) Transmittal is being deposited with the United States Postal Service with sufficient postage for first class mail in an envelope addressed to the Mail Stop ISSUE FEE address above, or being facsimile transmitted to the USPTO (571) 273-2885, on the date indicated below.

(Depositor's name)
(Signature)
(Date)

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/922,348	08/03/2001	Dana Borger	020748.0224PTUS	7283

TITLE OF INVENTION: SYSTEMS, METHODS AND COMPUTER PROGRAM PRODUCTS FOR INTEGRATING ADVERTISING WITHIN WEB CONTENT

APPLN. TYPE	SMALL ENTITY	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	YES	\$755	\$300	\$0	\$1055	09/08/2009

EXAMINER	ART UNIT	CLASS-SUBCLASS
CHANKONG, DOHM	2452	709-200000

1. Change of correspondence address or indication of "Fee Address" (37 CFR 1.363).

- ☐ Change of correspondence address (or Change of Correspondence Address form PTO/SB/122) attached.
- ☐ "Fee Address" indication (or "Fee Address" Indication form PTO/SB/47; Rev 03-02 or more recent) attached. **Use of a Customer Number is required.**

2. For printing on the patent front page, list

- (1) the names of up to 3 registered patent attorneys or agents OR, alternatively, 1 \_\_\_\_\_
- (2) the name of a single firm (having as a member a registered attorney or agent) and the names of up to 2 registered patent attorneys or agents. If no name is listed, no name will be printed. 2 \_\_\_\_\_
- 3 \_\_\_\_\_

3. ASSIGNEE NAME AND RESIDENCE DATA TO BE PRINTED ON THE PATENT (print or type)

PLEASE NOTE: Unless an assignee is identified below, no assignee data will appear on the patent. If an assignee is identified below, the document has been filed for recordation as set forth in 37 CFR 3.11. Completion of this form is NOT a substitute for filing an assignment.

(A) NAME OF ASSIGNEE (B) RESIDENCE: (CITY and STATE OR COUNTRY)

Please check the appropriate assignee category or categories (will not be printed on the patent) : ☐ Individual ☐ Corporation or other private group entity ☐ Government

4a. The following fee(s) are submitted:

- ☐ Issue Fee
- ☐ Publication Fee (No small entity discount permitted)
- ☐ Advance Order - # of Copies \_\_\_\_\_

4b. Payment of Fee(s); (Please first reapply any previously paid issue fee shown above)

- ☐ A check is enclosed.
- ☐ Payment by credit card. Form PTO-2038 is attached.
- ☐ The Director is hereby authorized to charge the required fee(s), any deficiency, or credit any overpayment, to Deposit Account Number \_\_\_\_\_ (enclose an extra copy of this form).

5. Change in Entity Status (from status indicated above)

- ☐ a. Applicant claims SMALL ENTITY status. See 37 CFR 1.27. ☐ b. Applicant is no longer claiming SMALL ENTITY status. See 37 CFR 1.27(g)(2).

NOTE: The Issue Fee and Publication Fee (if required) will not be accepted from anyone other than the applicant; a registered attorney or agent; or the assignee or other party in interest as shown by the records of the United States Patent and Trademark Office.

Authorized Signature \_\_\_\_\_

Date \_\_\_\_\_

Typed or printed name \_\_\_\_\_

Registration No. \_\_\_\_\_

This collection of information is required by 37 CFR 1.311. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, Virginia 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, Virginia 22313-1450.

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09/922,348	08/03/2001	Dana Borger	020748.0224PTUS	7283
44124	7590	06/08/2009	EXAMINER	
PATTON BOGGS, LLP 2001 ROSS AVENUE, SUITE 3000 DALLAS, TX 75201			CHANKONG, DOHM	
			ART UNIT	PAPER NUMBER
			2452	
DATE MAILED: 06/08/2009				

## Determination of Patent Term Adjustment under 35 U.S.C. 154 (b) (application filed on or after May 29, 2000)

The Patent Term Adjustment to date is 307 day(s). If the issue fee is paid on the date that is three months after the mailing date of this notice and the patent issues on the Tuesday before the date that is 28 weeks (six and a half months) after the mailing date of this notice, the Patent Term Adjustment will be 307 day(s).

If a Continued Prosecution Application (CPA) was filed in the above-identified application, the filing date that determines Patent Term Adjustment is the filing date of the most recent CPA.

Applicant will be able to obtain more detailed information by accessing the Patent Application Information Retrieval (PAIR) WEB site (<http://pair.uspto.gov>).

Any questions regarding the Patent Term Extension or Adjustment determination should be directed to the Office of Patent Legal Administration at (571)-272-7702. Questions relating to issue and publication fee payments should be directed to the Customer Service Center of the Office of Patent Publication at 1-(888)-786-0101 or (571)-272-4200.

<b>Notice of Allowability</b>	<b>Application No.</b>	<b>Applicant(s)</b>	
	09/922,348	BORGER ET AL.	
	<b>Examiner</b>	<b>Art Unit</b>	
	DOHM CHANKONG	2452	

**-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address--**

All claims being allowable, PROSECUTION ON THE MERITS IS (OR REMAINS) CLOSED in this application. If not included herewith (or previously mailed), a Notice of Allowance (PTOL-85) or other appropriate communication will be mailed in due course. **THIS NOTICE OF ALLOWABILITY IS NOT A GRANT OF PATENT RIGHTS.** This application is subject to withdrawal from issue at the initiative of the Office or upon petition by the applicant. See 37 CFR 1.313 and MPEP 1308.

1. ☒ This communication is responsive to Applicant's amendment filed on 2/26/2009.
2. ☒ The allowed claim(s) is/are 1,5-9,11,12,16,18-20,23-27,29,30,34,35,37-39,42-46,48,49,52,53,55-57,59 and 62.
3. ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
  - a) ☐ All    b) ☐ Some\*    c) ☐ None    of the:
    1. ☐ Certified copies of the priority documents have been received.
    2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_.
    3. ☐ Copies of the certified copies of the priority documents have been received in this national stage application from the International Bureau (PCT Rule 17.2(a)).

\* Certified copies not received: \_\_\_\_.

Applicant has THREE MONTHS FROM THE "MAILING DATE" of this communication to file a reply complying with the requirements noted below. Failure to timely comply will result in ABANDONMENT of this application.

**THIS THREE-MONTH PERIOD IS NOT EXTENDABLE.**

4. ☐ A SUBSTITUTE OATH OR DECLARATION must be submitted. Note the attached EXAMINER'S AMENDMENT or NOTICE OF INFORMAL PATENT APPLICATION (PTO-152) which gives reason(s) why the oath or declaration is deficient.
5. ☐ CORRECTED DRAWINGS ( as "replacement sheets") must be submitted.
  - (a) ☐ including changes required by the Notice of Draftsperson's Patent Drawing Review ( PTO-948) attached
    - 1) ☐ hereto or 2) ☐ to Paper No./Mail Date \_\_\_\_.
  - (b) ☐ including changes required by the attached Examiner's Amendment / Comment or in the Office action of Paper No./Mail Date \_\_\_\_.

**Identifying indicia such as the application number (see 37 CFR 1.84(c)) should be written on the drawings in the front (not the back) of each sheet. Replacement sheet(s) should be labeled as such in the header according to 37 CFR 1.121(d).**
6. ☐ DEPOSIT OF and/or INFORMATION about the deposit of BIOLOGICAL MATERIAL must be submitted. Note the attached Examiner's comment regarding REQUIREMENT FOR THE DEPOSIT OF BIOLOGICAL MATERIAL.

**Attachment(s)**

- |  |   |
|--|---|
| 1. <input checked="" type="checkbox"/> Notice of References Cited (PTO-892)                                | 5. <input type="checkbox"/> Notice of Informal Patent Application                     |
| 2. <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948)                       | 6. <input type="checkbox"/> Interview Summary (PTO-413),<br>Paper No./Mail Date ____. |
| 3. <input type="checkbox"/> Information Disclosure Statements (PTO/SB/08),<br>Paper No./Mail Date ____     | 7. <input checked="" type="checkbox"/> Examiner's Amendment/Comment                   |
| 4. <input type="checkbox"/> Examiner's Comment Regarding Requirement for Deposit<br>of Biological Material | 8. <input checked="" type="checkbox"/> Examiner's Statement of Reasons for Allowance  |
|  | 9. <input type="checkbox"/> Other ____.   |

/Dohm Chankong/  
Primary Examiner, Art Unit 2452

Art Unit: 2452

### **ALLOWANCE**

1. This action is in response to Applicant's amendment and arguments filed on 2/26/2009. Claims 1, 4, 9, 11, 15, 20, 22-27, 29, 30, 33-35, 37-39, 41, 46, 48, 51, 57, and 61 are amended. Claims 2, 3, 10, 13, 14, 17, 21, 28, 31, 32, 36, 40, 47, 50, 54, 58, and 60 are canceled. Accordingly, claims 1, 4-9, 11, 12, 15, 16, 18-20, 22-27, 29, 30, 33-35, 37-39, 41-46, 48, 49, 51-53, 55-57, 59, 61, and 62 are presented for further examination.
2. Claims 1, 9, 20, 27, 39, 46, and 57 are further amended and claims 4, 15, 22, 33, 41, 51 and 61 are canceled as indicated by the examiner's amendment below.
3. Claims 1, 5-9, 11, 12, 16, 18-20, 23-27, 29, 30, 34, 35, 37-39, 42-46, 48, 49, 52, 53, 55-57, 59, and 62 are allowed.

### **EXAMINER'S AMENDMENT**

4. An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be submitted no later than the payment of the issue fee.

Authorization for this examiner's amendment was given in a telephone interview with Christopher W. Adams on 5/29/09.

The application has been amended as follows:

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In the claims:

Please cancel claims 4, 15, 22, 33, 41, 51 and 61.

Please amend claims 1, 9, 20, 27, 39, 46, and 57 as indicated below:

Claim 1. (Currently Amended) A computer system configured to integrate advertising within user-requested Web content, comprising:

an advertisement server that hosts advertisements in a text-based format, the advertisement server comprising:

means for selecting a plurality of aggregated advertisements having a format and size compatible with the user-requested Web content when the user-requested Web content is converted to an audio format for insertion within the user-requested Web content in response to a request for Web content[[:]], wherein the means for selecting the plurality of aggregated advertisements having a format and size compatible with user-requested Web content comprises means for retrieving the plurality of aggregated advertisements having a predetermined time length when delivered in an audio format;  
a text-to-speech transcoder, comprising:

means for converting Web content from a text-based format to an audio format content prior to streaming the audio format content to a user client device; and

means for serving Web content in an audio format to the user client device via a telephone link with the user client device; and

a Web server that hosts Web content in a text-based format, comprising:

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means, responsive to a user request via the client device for Web content, for retrieving an advertisement from the advertisement server, in response to the subject matter of the Web content;

means for inserting the retrieved advertisements within the user requested Web content; and

means for forwarding the user requested Web content and advertisement to the text-to- speech transcoder for conversion to an audio format and subsequent delivery to the user client device.

Claim 9. (Currently Amended) A computer system configured to integrate interactive advertising within user-requested Web content, the computer system comprising:

an advertisement server that hosts advertisements in a text-based format, wherein the advertisements are interactive when converted to an audio format comprising:

means for selecting a plurality of aggregated advertisements having a format and size compatible with the user-requested Web content when the user-requested Web content is converted to an audio format for insertion within the user- requested Web content in response to a request for Web content[[:]], wherein the means for selecting the plurality of aggregated advertisements having a format and size compatible with user-requested Web content comprises means for retrieving the plurality of aggregated advertisements having a predetermined time length when delivered in an audio format;

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means for storing information associated with user interaction with an advertisement;

a text-to-speech transcoder, comprising:

means for converting Web content from a text-based format to an audio format prior to streaming the audio format content to a user client device;

means for serving Web content in an audio format to the user client device via a telephone link with the user client device;

means for notifying the advertisement server of user interaction with an advertisement;

means for retrieving additional information associated with the advertisement in response to user interaction with the advertisement, wherein the user interaction comprises recognizing a key pressed on a keypad or one or more key words spoken by a user during delivery of an advertisement;

means for delivering the additional information to the user client device in an audio format; and

a Web server that hosts Web content in a text-based format, comprising:

means, responsive to a user request via the client device for Web content, for retrieving an advertisement from the advertisement server in response to the subject matter of the Web content;

means for inserting the retrieved advertisement within the user requested Web content; and



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means for forwarding the user requested Web content and advertisement to the text-to-speech transcoder for conversion to an audio format and subsequent delivery to the user client device.

Claim 20. (Currently Amended) A system for integrating advertising within user-requested Web content, the system comprising:

a server accessible by a user client device via a telephone link, wherein the server performs a method comprising:

retrieving a plurality of aggregated advertisements having a format and size compatible with the user-requested Web content when the user-requested Web content is converted to an audio format from an advertisement server in response to the subject matter of the Web content and in response to a user request for Web content received by a Web server from a client device, wherein the Web content and advertisement have a text-based format[[:]], wherein retrieving the plurality of aggregated advertisements having a format and size compatible with user-requested Web content comprises retrieving the plurality of aggregated advertisements having a predetermined time length when delivered in an audio format;

inserting the retrieved advertisement within the user requested Web content;

forwarding the user requested Web content and advertisement to a text-to-speech transcoder for conversion to an audio format prior to streaming the audio format content to the user client device;

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converting the Web content and advertisement from a text-based format to an audio format; and

serving the Web content and advertisement in an audio format to the user client device via a telephone link with the user client device.

Claim 27. (Currently Amended) A system for integrating interactive advertising within user-requested Web content, the system comprising:

a plurality of servers accessible by a user client device via a telephone link, wherein the servers perform a method comprising:

retrieving an a plurality of aggregated advertisements having a format and size compatible with the user-requested Web content when the user-requested Web content is converted to an audio format from an advertisement server in response to a user request for Web content received by a Web server from a client device and in response to the subject matter of the Web content, wherein the Web content and advertisement have a text-based format, and wherein the advertisement is configured to be interactive when converted to an audio format[[:]], wherein retrieving the plurality of aggregated advertisements having a format and size compatible with user-requested Web content comprises retrieving the plurality of aggregated advertisements having a predetermined time length when delivered in an audio format;

inserting the retrieved advertisement within the user requested Web content;

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forwarding the user requested Web content and advertisement to a text-to-speech transcoder for conversion to an audio format prior to streaming the audio format content to the user client device;

converting the Web content and advertisement from a text-based format to an audio format;

serving the Web content and advertisement in an audio format to the user client device via a telephone link with the user client device;

storing information associated with user interaction with an advertisement;

notifying the advertisement server of user interaction with the advertisement;

retrieving additional information associated with the advertisement in response to user interaction with the advertisement wherein the user interaction comprises recognizing a key pressed on a keypad or one or more key words spoken by a user during delivery of an advertisement; and

delivering the additional information to the user client device in an audio format.

Claim 39. (Currently Amended) A computer program product that integrates advertising within user-requested Web content, the computer program product comprising a computer usable storage medium having computer readable program code embodied in the medium, the computer readable program code comprising:

computer readable program code that is configured to retrieve a plurality of aggregated advertisements having a format and size compatible with the user-requested Web content when the user-requested Web content is converted to an audio format from an advertisement server in

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response to a user request for Web content received by a Web server from a client device and in response to the subject matter of the Web content, wherein the Web content and advertisement have a text-based format[[;]], wherein the computer readable program code that is configured to retrieve the plurality of aggregated advertisements having a format and size compatible with user-requested Web content comprises computer readable program code that is configured to retrieve the plurality of aggregated advertisements having a predetermined time length when delivered in an audio format;

computer readable program code that is configured to insert the retrieved advertisement within the user requested Web content;

computer readable program code that is configured to forward the user requested Web content and advertisement to a text-to-speech transcoder for conversion to an audio format prior to streaming the audio format content to the user client device; computer readable program code that is configured to convert the Web content and advertisement from a text-based format to an audio format; and

computer readable program code that is configured to serve the Web content and advertisement in an audio format to the user client device via a telephone link with the user client device.

Claim 46. (Currently Amended) A computer program product that integrates interactive advertising within user-requested Web content, the computer program product comprising a computer usable storage medium having computer readable program code embodied in the medium, the computer readable program code comprising:

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computer readable program code that is configured to retrieve a plurality of aggregated advertisements having a format and size compatible with the user-requested Web content when the Web content is converted to an audio format from an advertisement server in response to a user request for Web content received by a Web server from a client device and in response to the subject matter of the Web content, wherein the Web content and advertisement have a text-based format, and wherein the advertisement is configured to be interactive when converted to an audio format[[:]], wherein the computer program code that is configured to retrieve the plurality of aggregated advertisements having a format and size compatible with user-requested Web content comprises computer readable storage program code that is configured to retrieve the plurality of aggregated advertisements having a predetermined time length when delivered in an audio format;

computer readable program code that is configured to insert the retrieved advertisement within the user requested Web content prior to streaming the audio format content to the user client device;

computer readable program code that is configured to forward the user requested Web content and advertisement to a text-to-speech transcoder for conversion to an audio format;

computer readable program code that is configured to convert the Web content and advertisement from a text-based format to an audio format;

computer readable program code that is configured to serve the Web content and advertisement in an audio format to the user client device via a telephone link with the user client device;

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computer readable program code that is configured to store information associated with user interaction with an advertisement;

computer readable program code that is configured to notify the advertisement server of user interaction with the advertisement:

computer readable program code that is configured to retrieve additional information associated with an advertisement in response to user interaction with the advertisement, wherein the user interaction comprises recognizing a key pressed on a keypad or one or more key words spoken by a user during delivery of an advertisement; and

computer readable program code that is configured to deliver the additional information to the user client device in an audio format.

Claim 57. (Currently Amended) An advertising server that integrates interactive advertising within user-requested Web content, the advertising server comprising:

means for selecting a plurality of aggregated advertisements having a format and size compatible with the user-requested Web content when the user-requested Web content is converted to an audio format for insertion within Web content, in response to the subject matter of the Web content, requested by a user via a client device in communication with a Web server, wherein the advertisement has a text-based format and is configured to be interactive when converted to an audio format[[:]], wherein the means for selecting the plurality of aggregated advertisements having a format and size compatible with the user-requested Web content comprises means for retrieving the plurality of aggregated advertisements having a predetermined time length when delivered in an audio format;

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means for forwarding the selected advertisement to the Web server for insertion within the Web content requested by the user;

means for receiving notification from a text-to-speech transcoder that the selected advertisement has been delivered to the user client device in an audio format;

means for storing information associated with delivery of the advertisement to the user client device: and

means for storing information associated with user interaction with the advertisement.

5. The following is an examiner's statement of reasons for allowance: Claims 1, 9, 20, 27, 39, 46, and 57 as amended distinguish themselves over the prior art by delineating an invention for selecting and inserting text advertisements into requested web content where the advertisements are of a format and size compatible with the requested content. Moreover, the format and size compatible with the web content comprises a predetermined length when the advertisements are delivered in audio format. With the current amendment incorporating these features into the independent claims, the claim show a patentable distinction over the prior art. Furthermore, the prior art gives no indication that it would have been obvious to one of ordinary skill in the art to have selected specific text advertisements based on its predetermined time length when delivered in an audio format.

Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue

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fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."

### ***Conclusion***

The prior art made of record and not relied upon is considered pertinent to applicant's disclosure. See attached PTO-892.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to DOHM CHANKONG whose telephone number is (571)272-3942. The examiner can normally be reached on Monday-Friday [8:30 AM to 4:30 PM].

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, John Follansbee can be reached on 571.272.3964. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/Dohm Chankong/  
Primary Examiner, Art Unit 2452